

ating an illusion of three-dimensionality is the same technique used in some 3D movies.

[0204] Even though only certain embodiments have been described in detail, those having ordinary skill in the art will certainly appreciate and understand that many modifications, changes, and enhancements are possible without departing from the teachings thereof. All such modifications are intended to be encompassed within the following claims.

What is claimed is:

1. A slot machine, comprising:

at least one display device operable to display at least one indicium, the indicium defining an outcome for a game,

in which the display device is further operable to update displayed indicia based on a signal of a first processor; and

means for moving the display device.

2. The slot machine of claim 1, wherein the means for moving comprises:

means for moving the display device in a curvilinear path.

3. The slot machine of claim 1, wherein the means for moving comprises:

means for moving the display device in a path with a fixed radius of curvature.

4. The slot machine of claim 1, wherein the means for moving comprises:

means for moving the display device relative to a viewing perspective.

5. The slot machine of claim 1, further comprising:

a shaft; and

wherein the means for moving comprises:

means for rotating the display device about the shaft.

6. The slot machine of claim 5, further comprising:

a reel, the reel having at least one supporting surface,

wherein the display device is attached to the supporting surface.

7. The slot machine of claim 6, wherein the means for rotating comprises:

means for rotating the reel about the shaft, thereby rotating the display device about the shaft.

8. The slot machine of claim 1, wherein the display device is made of a flexible material that is capable of being bent into a cylindrical shape.

9. The slot machine of claim 1, further comprising:

a second processor.

10. The slot machine of claim 9, wherein the first processor is the second processor.

11. The slot machine of claim 1, wherein the first processor comprises a processor of a device external to the slot machine.

12. The slot machine of claim 1, further comprising:

a memory storing a plurality of available indicia, the memory being accessible by the first processor for selection, from the plurality of available indicia, of the indicium to be displayed on the display device.

13. The slot machine of claim 1, wherein:

the display device comprises a plurality of angular surface locations, in which the display device is operable to display, at each of the angular surface locations, a respective indicium of the at least one indicium; and wherein the slot machine further comprises:

a memory which stores, for each surface location, a set of available indicia,

wherein a set of available indicia includes at least one indicium, and

wherein, for at least one surface location, the set of available indicia includes at least two indicia;

means for selecting, for at least one angular surface location, an indicium to display at the angular surface location.

14. The slot machine of claim 13, wherein the means for selecting comprises:

means for determining, for each angular surface location, at least one indicium which may be displayed.

15. The slot machine of claim 13, wherein the memory further stores:

at least one rule for selecting the indicium from the set of available indicia.

16. The slot machine of claim 1, wherein the at least one indicium comprises:

a text message offering at least one of a product and a service.

18. The slot machine of claim 1, further comprising:

a supporting surface simulating a shape of a reel, the supporting surface comprising a substantially convex outer first surface and a substantially concave inner second surface,

wherein the at least one display device is attached to the substantially convex outer first surface

19. A slot machine comprising:

a plurality of sets of display devices,

each set including at least one display device,

each set defining a shape of a reel and operable to electronically display at least one indicium defining an outcome of a game;

at least one memory which stores a plurality of available indicia, the at least one memory being in communication with the plurality of sets of display devices;

means for selecting an indicium from the available indicia for display on a particular display device of one of the sets of display devices;

a shaft; and

means for rotating each of the sets of display devices about the shaft in a curvilinear path.

20. The slot machine of claim 19, wherein

each display device comprises a memory device, and

wherein the at least one memory comprises the display device.

21. The slot machine of claim 19, wherein each set includes a plurality of angular surface locations.